**Child Abuse / Neglect Public Service Announcement**

You work for Child Welfare Information Gateway, a government organization dedicated to promoting the safety, permanency, and well-being of children, youth, and families. You and your colleagues have been asked to create a 1-2 minute public service announcement that will be used to inform the public about physical abuse, sexual abuse, emotional / verbal / psychological abuse, or neglect. (You will be assigned one of these four topics by your supervisor.)

First, you will be required to conduct research to find out as much as you can about your assigned type of abuse / neglect. You should use at least three sources as you conduct your research, and they will need to be cited in proper MLA format. For details, please see <http://fchslibrary.wikispaces.com/Child+Abuse+or+Neglect>.

You will then create a **video, Mixbook,** or **Glogster** public service announcement. Specifically, your announcement needs to address the following:

* Define the specific type of abuse/ neglect.
* Describe what happens to the victims.
* Identify the warning signs that indicate a child is suffering from this type of abuse / neglect.
* Identify resources for children in crisis.
* Identify the causes of this type of abuse / neglect.
* Explain how this type of abuse / neglect could be prevented.

Your supervisor will evaluate the effectiveness of your public service announcement based on your understanding of the abuse / neglect topic, the evidence you give from research to support your claims, and how effectively you communicate your message. (Please see the rubric for details.)

Remember that in order to engage your audience in the content, you’ll need to appeal to them emotionally, yet your message cannot be too graphic since this message will be communicated to the public at large.

